

REP HEADLINE# 6278379  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG14/12 14.3  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)  
WASHINGTON, DC 20003

ORDER # CONTRACT # 6278379 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1560 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP11/12 SEP17/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 14.39

REP: NEW ORDER  
TOTAL \$27400 @28X  
PLEASE CONFIRM  
THANKS BEN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDE#9914019  
PRIORITIES USA ACTION

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1560  
AGENCY PRODUCT CODE = 340

1			200P-300P	30		\$250.00	9/14	9/14	1		FRI	1
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
2			400P-500P	30		\$650.00	9/14	9/14	1		FRI	1
PROGRAM : DR OZ												
CON COM1 : DR OZ												

9/8/12

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/14	9/14	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/14	9/14	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/14	9/14	1		FRI	1
6			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$2,000.00	9/14	9/14	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/14	9/14	1		FRI	1
8			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	9/17	9/17	1		MON	1
9			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/17	9/17	1		MON	1
10			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/17	9/17	1		MON	1
11			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$3,500.00	9/17	9/17	1		MON	1

*News*

AUG14/12 14.3  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/17	9/17	1		MON	1
13			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/17	9/17	1		MON	1
14			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$475.00	9/15	9/15	1		SAT	1
15			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$475.00	9/16	9/16	1		SUN	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	9/13	9/13	1		THU	1
17			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/13	9/13	1		THU	1
18			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/13	9/13	1		THU	1
19			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/13	9/13	1		THU	1
20			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$3,500.00	9/13	9/13	1		THU	1

AUG 14/12 14.3  
\*\*\*\*\* WETA-TV \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/13	9/13	1		THU	1
22			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$300.00	9/12	9/12	1		WED	1
23			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$425.00	9/12	9/12	1		WED	1
24			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/12	9/12	1		WED	1
25			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	9/12	9/12	1		WED	1
26			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	9/12	9/12	1		WED	1
27			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/12	9/12	1		WED	1
28			730P-800P PROGRAM : <del>EXTRA&lt;</del> CON COM1: <del>EXTRA&lt;</del>	30		\$1,850.00	9/12	9/12	1		WED	1
SEP/12 27400.00 CONTRACT TOTAL 27400.00 TOTAL SPOTS 28												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$152,222 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12  
 DEMOS- RA35+\*

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 27400	<b>Campaign Ref:</b> E:120821092
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 321 /340 /1560	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/10/12 to 09/23/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278379
<b>Est./PO Number:</b> 06278379	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Priorities Usa Actio	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	1	1	250
2	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	1	1	650
3	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1	1	550
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
5	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	1	1	850
6	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
7	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1	1	650
8	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	1	1	800
9	M-F 12p Today Show III	02		30	Nbr of Spots	1	1	
<b>Weekly Totals:</b> Total Spots (Ord Spots)					22	6	28	275

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Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	27,400	Campaign Ref:	E:120821092
Buyer:		Client/Product/Estimate:	321 /340 /1560	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06278379
Est./PO Number:	06278379	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News M..... Comme	01	550	30 Nbr of Spots		1	1	550
11	M-F 630p ET / 530p CT NBC Nightly News M..... Comme	02	3500	30 Nbr of Spots		1	1	3500
12	M-F 7a Today Show M..... Comme	02	1400	30 Nbr of Spots		1	1	1400
13	M-F 9a Today Show II M..... Comme	03	650	30 Nbr of Spots		1	1	650
14	Sat 9a News .....S. Comme	02	475	30 Nbr of Spots	1		1	475
15	Sun 9a News .....S Comme	02	475	30 Nbr of Spots	1		1	475
16	M-F 1135p ET / 1035p CT Tonight Show ...T... Comme	03	800	30 Nbr of Spots	1		1	800
17	M-F 3p Doctors ...T... Comme	04	425	30 Nbr of Spots	1		1	425
18	M-F 530a News ...T... Comme	01	550	30 Nbr of Spots	1		1	550
19	M-F 530p News ...T... Comme	04	850	30 Nbr of Spots	1		1	850
Weekly Totals: Total Spots(Ord Spots)					22	6	28	

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Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



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P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	27400	Campaign Ref:	E:120821092
Buyer:	..	Client/Product/Estimate:	321 /340 /1560	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06278379
Est./PO Number:	06278379	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	M-F 630p ET / 530p CT NBC Nightly News ..T...	02	3600	30 Comme	Nbr of Spots	1	1	3600
21	M-F 7a Today Show ..T...	02	1400	30 Comme	Nbr of Spots	1	1	1400
22	M-F 10a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
23	M-F 1237a ET / 1137p CT Late Night ..W....	01	425	30 Comme	Nbr of Spots	1	1	425
24	M-F 12p Today Show III ..W....	02	275	30 Comme	Nbr of Spots	1	1	275
25	M-F 2p Rachael Ray ..W....	03	250	30 Comme	Nbr of Spots	1	1	250
26	M-F 5p News ..W....	04	850	30 Comme	Nbr of Spots	1	1	850
27	M-F 6a News ..W....	03	850	30 Comme	Nbr of Spots	1	1	850
28	M-F 730p Entertainment Tonight ..W....	02	1850	30 Comme	Nbr of Spots	1	1	1850
Weekly Totals: Total Spots(Ord Spots)					22	6	28	

Grand Totals



		Month 9 Weeks: 5	
Totals		09/10	09/17
Spots	28	22	6
Cost	27,400	20,225	7,175

Grand Totals:

Spots:	28
Gross Total:	27,400.00
Commission:	4,110.00
Net Total:	23,290.00